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Special Trade Edition

DIG & DUNG

A Little Magazine for the Gardener

WITH 1933 TRADE PRICES
ON

DAHLIAS

WAYLAND DAHLIA GARDENS

E. R. Ryno, Prop.

Wayland, Mich., U. S. A.

Printed in U. S. A.

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BUREAU OF PLANT INDUSTRY
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Special Trade Edition

DIG & DUNG

There is no soil, however barren and unproductive, that cannot, by well digging and dunging, be made fertile and prolific.---Adapted from Cervantes' DON QUIXOTE, Part II, Chapter XII.

A Little Magazine for the Gardener

VOL 3.

WAYLAND, MICHIGAN, U. S. A., SEASON OF 1933

NO. 1

FIELD NOTES

Judge Marean should never be omitted from any list of really high class dahlias. It blooms most profusely throughout the entire season, the earlier blossoms with rich red shades predominating, while later ones resemble a big Talisman rose. It was one of our best sellers at our fields.

Snowdrift has proven to be our most satisfactory large commercial white. With frequent cutting it develops long stems, and one visitor told us she had blooms fourteen inches across in her own garden. And as a root maker it is very much better than World's Best White.

Jersey's Beauty, as usual, was the first choice of nearly all visitors. Many growers told us we had the finest block of this variety they had ever seen.

Through necessity we had to plant our block of The Millionaire back of our block of Jersey's Beauty. As a result this variety did not get the attention it justly deserved last fall, and sales were less than they would have been otherwise. It is usually classed among our best sellers.

You can't place a medium grower back of a tall one, and expect it to show up well.

Laura Morris was unquestionably first choice among all our yellows. It out-sold Sagamore ten to one, and in our entire list of over four hun-

dred varieties it was beaten only by Jersey's Beauty.

When we find a variety a good seller here where people have a chance to compare all the old and

STOP LEANING

The Industrial Leaders are advising the people to "stop leaning." We can supplement this advice with a little verse that we read somewhere years ago:—

**In battle or business, whatever the game,
In law or in love, it is ever the same:
In the struggle for power and scramble for pelf,
Let this be your motto, "Rely on yourself;"
For whether the prize be a ribbon or throne,
The victor is he who can go it alone.**

new ones in bloom under the same conditions, we know that it should sell well for our customers. Please remember, we would not recommend a variety unless we would grow it; and we would not grow it unless it would sell. When you see a variety in our list you may know that it is good and worthy of your own planting.

Patrick O'Mara with frequent cutting develops a fairly large flower which is about the most attractive of all the autumn tint varieties.

Bashful Giant is always a good seller. The blooms are just as large as any of the very new ones, color and form are both good, and it is a good thrifty grower, good root maker, and always to be depended upon.

Venus is one of our best cutters. The stems are long and stiff, blooms are beautiful, and customers like it in every way. Like all others of the Marean dahlias it is always able to hold its own in any company.

Our blocks of Jean Kerr, Bertha Horne, and Countess of Lonsdale, were solid masses of bloom from the beginning of the season until frost. Every florist must have these varieties, and every retail list should include them.

Personally Bonnie Brae is my favorite. True, its stems are a trifle weak, but the shading is superb. It has been one of our three best sellers for the past three years—Jersey's Beauty and Laura Morris the other two.

Mrs. I. de Ver Warner and Rosa Nell are almost necessary to complete any list of varieties; as are also The Emperor and Jersey's Beacon.

And of course, you must have Jane Cowl to complete a list for those who wish to grow dahlias for exhibition.



DIG & DUNG

PUBLISHED BY
WAYLAND DAHLIA GARDENS
E. R. RYNO, PROP.
WAYLAND, MICHIGAN

SEASON OF 1933

The advice of the old Dervish, "Begin nothing of which thou hast not well considered the end," would not make a bad motto to hang on the office wall.

And speaking of mottoes, one of the best I ever saw read like this:—

I do not tremble when I meet
The stoutest of my foes;
But Heaven forbend me from
the friend
Who comes, but never,
never,
never
goes.

We have a lot of requests for undivided clumps at digging time, and we wish again to remind our customers that "we do not sell or offer for sale undivided clumps," because we do not consider it practicable or necessary to do so. We have the facilities for storing and handling our crop and can supply the finished product in the spring for less money than you can possibly obtain the same stock for when you "roll your own." Does it seem reasonable that any grower would sell you undivided clumps for less than he could get out of them when divided? We all want to make all we can out of our product, and no one would think of selling an undivided clump for 25c, if it would yield four good tubers worth 8c each; unless he actually figured it would cost more than the difference to store and divide the clump, and take his own losses. And if he doesn't pay that difference, who does? You've heard of the fellow who bought a lot of 2c stamps just before the 3c rate went into effect, haven't you?

Optimism pays. If you don't believe it, you evidently didn't happen, on Nov. 9th., to talk with any of those fellows who have carried their

openers all these years. "Just a little foam for the old soaks."

The psychological effect of monotony in mail order ads is just as great as in those aiming at a general publicity end—and as a matter of fact, this is the real basis of the much overdone "slogan" idea. Once you see an ad that catches your eye, you read it. You see it again, and then again—here and there, and you think "everywhere." You can't get away from the fact that the small ads that appear year after year without material change are almost always increasingly profitable.

We try to make every issue of DIG & DUNG an inspiration to our readers—something that will stir them to better methods and greater achievements in their line—and incidentally, help them sell more dahlias—Blue Label Dahlias, if you please.

The fourteen different "buying appeals" as compiled by Daniel Starch, Ph. D., Graduate School of Business Administration, Harvard University, are as follows:—

Comfort, Beauty, Possession, Economy, Pride, Pleasure, Fear, Hunger, Protection, Activity, Anger, Curiosity, Devotion to Others, Social Distinction.

The more of these appeals any line may possess, the greater its commercial possibilities. Of the entire fourteen, the dahlia possess at least nine, as shown by the bold face letters. Direct your sales attention toward these points.

During the flush times of the past few years, nearly every dahlia grower has devoted his time almost exclusively to the novelties and higher priced varieties, neglecting the standard sorts such as are in demand by the vast number of home gardeners who make no pretense whatever at being "dahlia fans." In the meantime, we have been building up enormous stocks of these neglected varieties, until today we truly believe we have the largest and most complete stock of standard garden and cut flower dahlias in the world. By this we do not mean junk or inferior sorts, but those kinds in regular de-

mand by florists and seed and nursery houses who want dahlias that can be depended upon under all conditions, and yet which can be sold at prices within the reach of people of moderate means—such people as buy from the catalogs year after year and make up the volume of trade in this line.

The present price of a dahlia is no indication of its real value. Nearly all of those we are offering at only a few cents this year sold at from one to five dollars each two or three years ago. Those which sell at a dollar or more now will be lower in another year or two. Yet you wouldn't say it was because they were inferior varieties, would you? Supply makes the price, and just as soon as a new variety becomes more plentiful it gets cheaper—and it sells better, too, not because of the lower price, alone, but because it has become better known.

Garden Books

A few selected titles for your customers or your own bookshelf.

Modern Dahlia Culture, by

W. H. Waite ----- \$1.50

Rock Garden Primer, by Archie

Thornton ----- \$2.00

The Book of Annuals, by A. C.

Hottes ----- \$1.50

The Book of Perennials, by

A. C. Hottes ----- \$1.50

The Book of Shrubs, by A. C.

Hottes ----- \$3.00

Practical Landscape Gardening,

by Robt. B. Cridland ----- \$2.50

Foundation Planting, by Leonard

H. Johnson ----- \$3.50

The Principles of Flower Arrange-

ment, by Prof. E. A. White ----- \$3.00

Practical Plant Propagation, by

A. C. Hottes ----- \$2.00

Nursery Sales and Management,

by Nelson Coon ----- \$1.50

Commercial Floriculture, by

Fritz Bahr ----- \$5.50

Koster's Color Guide, by P. M.

Koster ----- \$5.00

Discount to the trade only, 25%.
If wanted by mail add 15c for postage on each book ordered. Send for catalog of other garden books.

WAYLAND DAHLIA GARDENS
Wayland — Michigan

Thousands of people call at our gardens at blooming time every year. Many of them are people of wealth who come not only to select tubers for planting, but also to buy flowers for some special occasion. When we tell you that our sales to such people, both of tubers and of flowers, of such varieties as Kathleen Norris, Thos. A. Edison, Fort Monmouth, and others of the newer introductions were almost negligible as compared with sales of Jersey's Beauty, Mrs. I. de Ver Warner, Bonnie Brae, Laura Morris, Judge Marean, etc., doesn't it seem that these standard sorts will prove the more profitable in your own list?

The successful mail order seed and nursery houses always plan their year's campaign long in advance, in order that everything may be sure to run smoothly and without a hitch throughout the season. In September they begin to prepare their spring catalog, and to look up their sources of supply. At that time we begin booking reservations for stock needed by these customers. They tell us what varieties they will list, and give us an estimate of the number of tubers of each kind they expect to need. We set these aside for them, so there will be no disappointment right in the midst of the shipping season when it is imperative that the supply be not only absolutely certain, but also available on immediate notice. Customers find this method better than buying stock outright in advance and having to bother with its storage, etc., tying up money before stock is needed, and perhaps having a lot of surplus tubers of one or more varieties which may not sell as well as anticipated. Our method of doing business will please you and save you money and worry. Try our stock and service this year and see what you think about letting us supply your entire needs in our line next year.

It is advisable that orders be sent early to avoid disappointment. Our stock is large, but much of it is held on "Reservation Orders" and will not be released to other customers until we know positively that it will

not be required. Don't wait until it is too late, hoping there will be a surplus, because we very seldom carry over more stock than we actually require for our own planting.

Few of our readers realize the magnitude of our operations here at WDG. We supply practically the entire dahlia requirements of a number of the leading seed and nursery houses in this country. These houses send out a total of from two to three million copies of their catalogs each spring, and each house has its own distinct list of varieties. To supply the needs of these concerns requires not only a varied and complete line, but also large quantities of each variety. Think of attempting to supply the demands of millions of planters of any one product, and you will see that our entire year is one of active work. To give you an idea of how each step in this work follows and overlaps the other, we can summarize the year's program as follows:

About the middle of March we cover our fields with plenty of rich cow manure. The latter part of April this is turned under and the ground is thoroughly fitted for planting which begins May 1st. and continues until June 10th. About June 1st we start our cultivating and fertilizing, using about 100 lbs. of Muriate of Potash and same of Super-Phosphate per acre to insure a strong, well matured tuber; then the latter part of July we turn on the irrigation system. From August 1st until frost we are busy cutting flowers, taking orders at the field, roguing plants, etc. The latter part of August, at last cultivation, we sow Vetch to produce green manure for the next year. October 1st we start digging, and about November 15th we begin dividing clumps—a job which takes until the middle of the next April to complete. About January 1st we send out our catalogs and start shipping, orders being filled every day thereafter until June 1st. No vacation or intermediate season for us at any time of the year. Nothing but work and a continued effort to give our custo-

mers the best stock and the best service within the power of man to deliver.

Do you sell nursery stock through agents? The FLORISTS' REVIEW Collection of 20 leading cut flower dahlias should be standard with every dealer. It comprises the best varieties for cutting, for garden and for exhibition purposes, as follows:

DECORATIVE—Jersey's Beauty, Judge Marean, Mrs. I. de Ver Warner, Rosa Nell, Charm, Delice, Insulinde, Patrick O'Mara, Sylvia, The Millionaire.

CACTUS—Countess of Lonsdale, Bianca, Golden West.

PEONY-FLOWERED—Jan Olieslager, Queen Wilhelmina.

SHOW—A. D. Livoni, Dorothy Peacock, Jean Kerr, Stradella, Yellow Duke.

This collection will prove a source of pride and satisfaction to every planter, and at \$5—or 25c a tuber, average—it should sell like hot cakes.

We will supply this entire collection of twenty tubers, each one wrapped and labelled, packed with Cultural Directions in a neat two section corrugated carton, ready for mailing or delivery by your own agent or delivery man, for \$1.40 each. Your agent sells for \$5. He makes 25%, you make \$2.35 net, and you give the biggest value ever offered—better, in fact, than your customers can obtain from the usual dahlia grower's catalog.

Buy this item by the 10 or multiples of 10. If less than 10 collections are wanted, the price is \$1.60 each.

Write a special letter to each of your agents today describing this collection and urging him to talk it to his customers and make it a leader for a week or two this spring. It will sell because it is genuine value. Think of it, twenty of the world's best dahlias for only \$5.—about what you have been getting for a dozen or less of sorts which are much inferior to those offered here.

Prices on Pages 4-5

Trade Prices For 1933

Prices are quoted per hundred tubers. Ten or more will be sold at the hundred rate. For less than ten tubers of one variety, add 20%. Contract customers are entitled to minimum or thousand rates (where so quoted, as indicated by the *) regardless of quantity ordered at any one shipment. Large buyers should send list for special quotations.

10% extra count is given in all cases—that is, 11 for 10, 110 for 100, etc.—to help defray transportation charges and take care of any possible replacement claims.

As packed for shipment tubers weigh approximately 20 lbs. per hundred.

All our stock is absolutely dependable, field grown from tubers, not plants—planted early, carefully rogued and fully matured before dug. Stored under ideal conditions, all tubers are fresh and plump, carefully cut, trimmed and sorted by expert cutters—no haggling, no broken necks, no culls—every tuber with a good eye, full of vitality and sure to please your most exacting customers. No stunts, mosaic or diseased plants in our fields, and no junk or untried varieties in our list.

If tubers are to be wrapped and labelled individually for resale, add \$1. per hundred to prices given. Where order is of sufficient size to warrant—one hundred or more tubers of a kind, and not less than ten kinds—we will, if desired, use a special label, similar to our regular blue label, but bearing your own name or trademark, and printed on your choice of pink, green, yellow, buff, gray, russett or salmon stock (unless such color is already reserved for another customer) with our regular white semi-parchment wrapper, at same rate. This will enable you to offer stock under your own exclusive label.

(C) Cactus (D) Decorative (P) Peony-flowered (S) Show

We have discontinued the growing of pompons, singles and collarettes entirely, and cannot supply varieties of such types.

At \$2.50 per Hundred

\$20. per Thousand

MIXED—Each season at planting time we reserve a limited number of tubers of each of our leading varieties for use in filling late orders. At the close of the season all that are left of these are thrown into one lot and planted as MIXED. The result is a well balanced assortment of types and colors, and will prove a wonderful value. The tubers are all stamped MIX and must be sold as such. They should retail for not less than ten or twelve for \$1. postpaid. Our stock of this offering is necessarily limited to a few thousand tubers, and orders should be placed early to avoid disappointment.

At \$3. per Hundred

\$25. per Thousand, 10,000 or more at 2¼c

Named varieties, properly labelled, our selection of varieties and types, customer's choice of color so far as possible, but not guaranteed. In this lot we include standard varieties which are especially suitable for counter trade of Department Stores, etc., at 10c retail—such varieties as will stand the frequent handling, exposure, etc., to which stock on open counter is subject, and yet will prove most satisfactory to customers.

At \$4. per Hundred

*Varieties, \$30. per Thousand

These varieties should list at 20c or 25c each, postpaid. With fifty standard varieties in this class, you will find it easy to make selections especially suitable for use in making up bargain collections to sell at six or seven tubers for \$1., thereby greatly increasing your sales and making your dahlia pages doubly profitable.

*Bride's Bouquet (C) White

Diana (C) Crimson with violet reflex

*Gee Whiz (C) Large buff and salmon

*Kreimhilde (C) Cream and pink

*Libelle (C) Royal purple

Perle de Lyon (C) White

Pierrot (C) Amber tipped white

*Rene Cayeux (C) Brilliant red

Sunset (C) Bronze

*War Dance (C) Yellow and scarlet

Zephyr (C) Pink

*Aida (D) Large maroon

Azalea (D) Creamy yellow and pink

Blue Oban (D) Mauve

Blue Porthos (D) Light purple

Copper (D) Copper tinted apricot

*Countess of Pembroke (D) Popular lavender

*Darlène (D) Shell pink. The pink Jean Kerr

*Doazon (D) Giant orange scarlet

Flamingo (D) Pink

Flora (D) White

*Forest Loma (D) Large cerise pink and yellow

*Frank A. Walker (D) Popular lavender pink

Hortulanus Witte (D) White

Jack Rose (D) Red

J. D. Long (D) Salmon pink, amber and bronze

*King of Commerce (D) Popular orange

*L. Kramer Peacock (D) White

Madonna (D) White faintly suffused pink

Mrs. J. Harrison Dick (D) Yellow and pink

Mt. Hood (D) White

Ora Dow (D) Maroon tipped white

*Oregon Beauty (D) Popular brilliant red

Pink Jack Rose (D) Pink

Queen Mary (D) Rose pink

*Sylvia (D) Popular pink and white

*Yellow Colosse (D) Yellow

*Aurore (P) Orange salmon

*Jan Olieslager (P) Yellow

Mad. Von Bystein (P) Lilac pink

*Queen Wilhelmina (P) White

Sweetheart's Bouquet (P) Salmon rose and fawn

- *A. D. Livoni (S) Popular pink
- *Arabella (S) Yellow and rose
- *Bonnie Blue (S) Bluish
- Dee-lighted or Roosevelt's Smile (S) White
- *Floral Park Jewel (S) Popular red tipped white
- Grand Duchess Marie (S) Brown orange
- *S'radella (S) Rose purple
- Tillamook (S) Blush

At \$5. per Hundred

*Varieties, \$40. per Thousand

Should list at 20c or 25c each, postpaid. Suitable, also, for bargain collections.

- *Bertha Horne (C) Popular bronzy yellow, much the same color as Jane Cowl
- Celia (C) Lavender pink
- *Countess of Lonsdale (C) Popular salmon pink
- Golden Gate (C) Yellow amber
- J. H. Jackson (C) Maroon
- *Lawine (C) White faintly tinged lavender
- Wodan (C) Light salmon
- *Dakota (D) Large flame red
- Le Grande Manitou (D) Lilac striped purple
- *Pride of California (D) Popular red
- Purity (D) White
- Purple Manitou (D) Purple
- Sebastopol (D) Deep orange
- Sequoia Gigantea (D) Yellow tinged red
- Camille Franchon (P) Red and garnet
- Queen Elizabeth (P) Rose lavender
- D. M. Moore (S) Deep maroon, almost black
- Dreer's White (S) White
- Maude Adams (S) Popular white and pink
- Storm King (S) White
- White Swan (S) White
- *Yellow Duke (S) Popular yellow

At \$6. per Hundred

*Varieties \$50. per Thousand

Should list at 25c each postpaid. Suitable for bargain collections.

- Emily Russel (C) American Beauty red
- Etenard de Lyon (C) Purple lavender
- Marguerite Bouchon (C) Pink and white center
- Melody (C) Yellow and white
- Minamoto (C) Large dazzling scarlet
- Rheinischer Frohsinn (C) White and carmine rose
- Washington City (C) White
- Catherine Wilcox (D) Pinkish white tipped red
- C. P.R. (D) Creamy buff shaded magenta
- Delice (D) Popular pink
- Jeanne Charmet (D) Lilac pink with lighter center
- *Mina Burtle (D) Popular red
- *Mrs. Carl Salbach (D) Lavender pink
- *Mrs. I. de Ver Warner (D) Popular orchid lavender
- Mrs. J. G. Cassatt (D) Dark pink
- *Venus (D) Popular white suffused lavender

At \$8. per Hundred

*Varieties, \$60. per Thousand

Should list at 25c or 35c each. Suitable for bargain collections.

- Attraction (C) Lilac rose
- Ballet Girl (C) Orange and white
- *Bianca (C) Rose lilac
- Elsie Oliver (C) Salmon and pink
- George Walters (C) Salmon pink and yellow
- Golden West (C) Yellow overlaid orange
- Agnes Haviland (D) Rose pink and yellow
- Alex. Waldie (D) Cream overlaid pink

- Amityville (D) Silver pink
- *Bashful Giant (D) Apricot and amber
- *Bonnie Brae (D) Cream suffused pink
- Charm (D) Burnt orange
- Dr. Tevis (D) Salmon rose
- Encore (D) White faintly blushed
- *Judge Alton B. Parker (D) Yellow buff
- Mr. Crowley (D) Salmon pink
- Mrs. John T. Scheepers (D) Chamois edged pink
- *Patrick O'Mara (D) Apricot yellow and orange
- Perfect Beauty (D) Red and white
- *Rosa Nell (D) Rose
- Swift (D) Yellow
- *The Millionaire (D) Lavender pink
- Cleopatra (P) Dull gold
- Polar Star (P) White
- *Dorothy Peacock (S) Pink
- Gold Medal (S) Yellow tipped red
- *Jean Kerr (S) Popular white. The white Darlene

At \$10. per Hundred

*Varieties \$80. per Thousand

Should list at 35c each, postpaid.

- Betty Austin (C) Pink rose, yellow base and tips
- Carmencita (D) Yellow striped red
- Giant Ruby (D) Scarlet
- *Jersey's Beauty (D) Popular pink
- *Judge Marean (D) Popular orange and red
- Sagamore (D) Apricot buff
- *Snowdrift (D) Popular large white
- The Emperor (D) Deep maroon
- Diana (P) Scarlet. This is the true Marean Diana, peony-flowered, not to be confused with the Dutch Diana, which is of the cactus type, listed in the \$4. class.
- Rosalia Styles (P) Rose pink
- The Billionaire (P) Yellow orange
- Clara Seaton (S) Yellow brown

At \$12. per Hundred

*Varieties, \$100. per Thousand

Should list at 35c or 50c each, postpaid.

- Cigarette (C) White edged orange
- Kalif (C) Scarlet
- U. S. A. (C) Red orange
- E. T. Bedford (D) Purple
- Jersey's Beacon (D) Scarlet and buff
- Kitty Dunlap (D) Am. Beauty shade
- *Laura Morris (D) Largest and best deep yellow

At \$15. per Hundred

*Varieties, \$120. per Thousand

Should list at 50c each, postpaid.

- Gladys Sherwood (C) White
- Champagne (D) Clear chamois
- Halvella (D) Rose pink
- *Insulinde (D) Yellow brown
- Wizard of Oz (D) Amber pink

At \$18. per Hundred

*Varieties, \$150. per Thousand

Should list at 50c or 75c each, postpaid.

- *Jane Cowl (D) Bronzy buff and salmon
- Margaret Woodrow Wilson (D) Creamy white suffused pink
- Marmion (D) Yellow suffused bronze
- Paul Michael (D) Old gold
- Tommy Atkins (D) Yellow scarlet

Dahlias For Counter Trade

Floral and seed stores and nurseries who operate retail stores during the planting season always prefer to have tubers wrapped and labelled individually, especially for counter trade.

At a small extra charge of \$1. per hundred, or one cent per tuber, we pack each tuber in fine, clean sawdust, wrap in white semi-parchment and seal with our special printed blue label, showing name of variety, originator or introducer, type and predominating color. By this method tubers are kept fresh and plump for weeks, and there is no breaking of sprouts or mixing of varieties through

frequent handling. Stock presents a more salable appearance—in fact, looks like a Christmas package—and customers can pick out just what variety or type or color they want from label description.

Furthermore, customers know that stock is of known origin and not a cheap job lot of tubers, and are willing to pay more for it because they feel that they are sure of getting genuine stock that is really worth more than ordinary stock such as is usually offered at the "five and ten" stores.

By actual test, placing this stock side by side with bulk stock, it will

outsell such stock two to one, even when offered at twice the price. Try it and see for yourself which stock will make you the most money.

The D. V. Burrell Seed Growers Co., of Rocky Ford, Colo., say, "We believe this demand (for seeds of known origin) will grow until planters will require from their seedsmen seeds in the grower's original sealed packages." This should apply to other nursery products, and we believe we were the first, and so far as we know are still the only, grower to offer dahlias for resale in original packages.

Supply Your Customers With Genuine



BLUE LABEL DAHLIAS

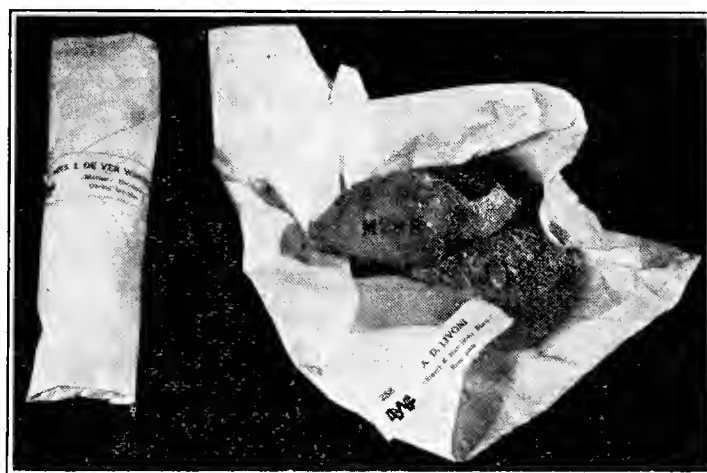


They

LOOK BETTER

KEEP BETTER

SELL BETTER



And

THEY

ALWAYS

SATISFY

When you buy dahlias for resale, you must be absolutely certain they are true to name. Our system of stamping varietal number on tubers when clumps are divided makes it impossible for varieties to become mixed in storage and handling and insures you against come-backs and kicks when plants bloom in the fall. And in your own planting you will find this number on the old tuber when clump is dug, thus lessening the chance of mistakes before dividing clumps in the spring.

And as to the keeping qualities of wrapped stock, we quote from a

letter from one of our customers:—"The half dozen tubers you sent us for trial this spring were kept in our hot office from January until the latter part of May. At that time they were opened and planted. The bulbs, while shrivelled, made a good start and caught up with our other stock without trouble." Think of keeping dahlia tubers in a hot office for five months, and still have them grow. You couldn't do that with bulk stock.

SPECIAL OFFER—

We will send you 250 tubers of assorted varieties suitable for good

class of counter trade, each tuber in original sealed wrapper as shown, for \$15. This assortment will include not only standard sorts but also many really fine varieties of which our stock is too small to list in quantity, and should sell readily at 18c each or six for \$1.—a total retail value of \$45. Half size assortment (125) tubers) for \$8.

A liberal supply of Cultural Direction leaflets will be sent free with every assortment under this offer.

Don't fail to try either the full or half size assortment this year. You can't get better value, even if you want the tubers for your own planting instead of for resale.

Modern Methods of Merchandising Applied to Products of the Nursery

THE FLORISTS' EXCHANGE, in their issue of Feb. 20th, 1932, on Fritz Bahr's page, "THE WEEK'S WORK," offers this advice to florists:

CARRY GLADIOLUS AND DAHLIA TUBERS

In suggesting handling seeds and bulbs for outdoor planting, Gladiolus and Dahlias deserve special attention. As to Gladiolus, finer sorts have never been offered, nor at a lower price—the department stores and mail order houses offer them at prices in some instances lower than the florist can produce them, but that needn't stop the retail grower from handling them. Never have Glads been more popular, and that is going to continue; few things planted outdoors will make a bigger show for the money invested or require less care, and it seems as if garden lovers are just beginning to realize this. Notwithstanding the many now used in the home garden and the many hundreds of thousands grown by outsiders and the flowers of which are just about given away during Summer, most of us keep on using more each succeeding year. Even here we shouldn't stop, but every retail grower should during Spring carry and push Gladiolus bulbs, as well as Dahlia tubers. Advertise an inexpensive but good assortment or mixture for those looking for bargains; offer better grades as well, also named sorts, and don't wait to do it until it is time for planting, but start it now. Make a display so everybody visiting your store or place of business can see it; call attention to it whenever an opportunity presents itself, and what you don't sell by the end of the season, plant out yourself, only to go into it more heavily a year from now. Don't get the impression that this will interfere in any way with selling the cut flowers during Summer.

We have among our customers dozens of small dahlia growers whose limited planting space makes it necessary for them to restrict their own list to the higher priced varieties only. These growers find that it always pays them to offer the standard or popular priced sorts also, looking to us for their supply

of such varieties. Very often, by offering two or three of the lower priced dahlias with one or two of the higher priced ones, in a special collection at a fair price, a sale can be made which would otherwise be lost. Look over our list carefully and see how many really good varieties you will find for such purposes.

One of our customers asked us how we were able to sell really good stock so cheap, unless we stole the goods. This reminded us of the story of the two broom peddlers, one of whom told the other he couldn't understand how he could sell for less than he himself did, when he stole the grass, he stole the wood for the handle, and he stole the wire. The other's explanation was "I steals the brooms."

Such varieties as Countess of Pembroke, Darlene, Doazon, Floral Park Jewel, Sylvia, etc., are particularly desirable for 10c counter trade, where stock is exposed and subject to much handling, as is the case with such trade, because they have strong necks, do not shrivel badly, and give good results in the home garden. When ordering for this class of trade, we suggest that you leave the selection of varieties to us, as many kinds would be unsatisfactory because of the physical qualities of their tubers. Where stock is to be wrapped, the danger of shrivelling and breaking of necks through frequent handling is, of course, largely overcome.

With us the growing of dahlias is purely a commercial proposition, not a hobby or side line. While we love the dahlia for itself, we also believe in it as a business with a future. We have invested thousands of dollars in our plant and planting stock, and we devote our entire time and attention to our work—and we are making it pay. You can do the same. You need not fear a surplus or glutted market for years to come. To satisfy yourself on this point, take a trip out into the country and through the farming district, and note that nearly every home has a few dahlias, but practic-

ally all of them are of the very old kinds, many of which have long since been discarded by most of the commercial growers. These dahlias are grown and kept over year after year, and passed on to neighbors and friends, proving that the people like dahlias, know how to grow them and keep the roots over the winter, but they will not pay the high prices that have ruled during the past few years for them. Now, when the newer sorts become available at popular prices, don't you think they will sell?

Just to illustrate. Here we have been growing dahlias for years. We are in the heart of a prosperous dairy and fruit country. Every farmer within a radius of many miles has heard of our flowers and many of them have come to see our fields. Nearly all of them grow dahlias of the older kinds, just as in any community, but I will venture the assertion that throughout this entire section you would not find a dozen dahlias of such varieties as Mrs. I. de Ver Warner, Jersey's Beauty, etc., growing in the farmers' gardens. Why? Because they have only just begun to learn that these wonderful large dahlias can be obtained at prices just as low as they would expect to pay for any of the sorts such as they have been growing for years. I truly believe that the demand for good dahlias at popular prices has not as yet begun to be noticed as it will be in the next few years. Are you ready to cash in on this demand?


means

to you
!!!



Laura Morris

The Perfect Yellow Dahlia

This wonderful dahlia, originated by Mr. George A. Relyea, of Connecticut, and introduced by us, has again proven its place as the best commercial yellow yet produced. It is a rank grower, has massive blooms on long, strong stems, and is a wonderful root maker. Color is a very deep strontian yellow with amber back petals. It is a profuse bloomer and a remarkably good keeper. Last year at our gardens it was one of the three best sellers, running next to Jersey's Beauty, and at a higher price than that variety. One of our retail customers, Mrs. H. C. Severns, of St. Joseph, Mo., wrote us on Nov. 1st, "I surely want a row of Laura Morris entirely through my garden next year, as it seems to stand the dry weather and to be insect proof. The leaves are of a wonderful texture." This dahlia will sell readily for you this year at 50c. And planting stock will cost you but 12c this spring. See price list on pages 4 and 5.

Wayland Dahlia Gardens, Wayland, Michigan, U. S. A.

TERMS AND CONDITIONS

Not less than 10 tubers will be supplied at the hundred rate, and no wholesale orders will be accepted for less than \$5. unless the season's orders amount to at least \$10 in the aggregate, in which case all orders will be billed at the minimum rate.

While we seldom fail to complete accepted orders, we reserve the right to omit any part of order where unexpected or unavoidable shortage of any variety occurs.

We will not substitute unless specifically instructed to do so. If sold out of any particular variety when order is received, we will so advise at once.

All orders shipped at purchaser's expense and risk, and although we exercise every precaution to pack tubers safely against

freezing, we do not guarantee against damage in transit.

Always state time and mode of shipment, otherwise we will use our best judgment, but without assuming any responsibility in the matter.

No extra charge made for packing and delivery to carrier, except where tubers are put up in special packages for resale.

Claims for rejections, errors, or omissions must be made within ten days after arrival of tubers.

GUARANTEE—While we exercise the greatest care to have all our stock true to label, and hold ourselves prepared to replace, on proper proof, all that may prove untrue, we do not give any warranty, expressed or implied, and in case of any error

on our part, it is mutually agreed between the purchaser and ourselves that we shall not at any time be held responsible for a greater amount than the original purchase price of the stock.

TERMS—Unknown persons should send either cash in full with order, or 25 per cent with order, balance C. O. D. Parties whose credit is approved may order tubers shipped any time after December first, and invoice for same will be dated June first following. Accounts unpaid after that date are subject to an interest charge at the rate of 6 per cent per annum. No accounts carried where amount is less than \$25.

REFERENCE—As to our responsibility, we refer to the Wayland State Bank, Wayland, Michigan.

Wayland Dahlia Gardens, Wayland, Michigan, U. S. A.